SUNSHINE PERIOD

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First Alert System Text (FAST) Fact Sheet

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Federal Communications Commission
Office of the Secretary

"National Emergency Alert Notification Service – AVAILABLE TO ALL"

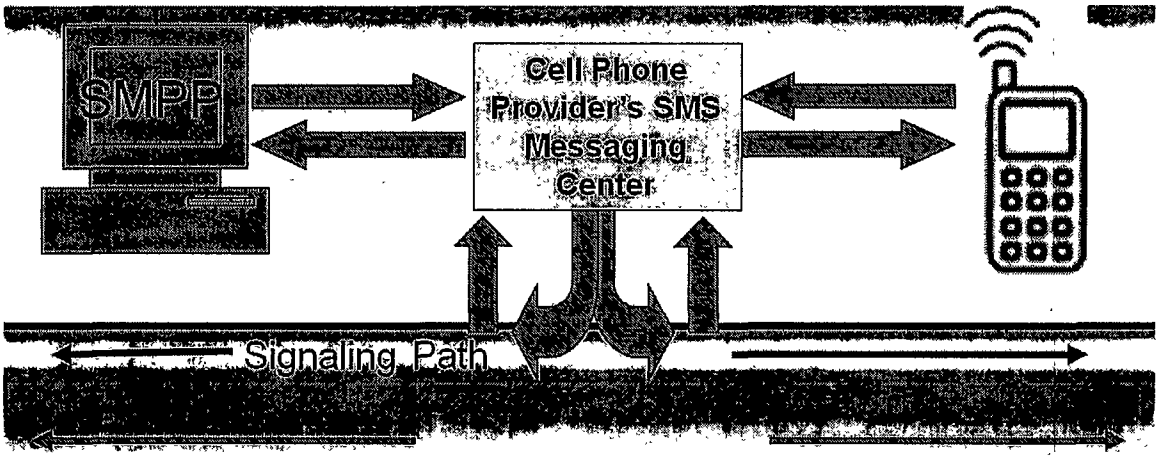
First Alert System Text (FAST) is a National Emergency Alert Notification System utilizing the SMPP (Short Message Peer to Peer) Protocol, the fastest and most reliable method for delivering text messages. Working with VeriSign we have secured agreements with all major US cell carriers to deliver emergency notification messages directly to subscriber's cell phone text messaging feature.

Why Cell Phones:
From 1996 to present, cell phone usage in the United States has grown from 34 Million to over 250 Million with an estimate of over two billion cell phone in use world-wide. Currently 25% of all US households only use cell phones and the United States is quickly becoming disconnected from traditional land line based telephones. Teenagers now make up 60 million of the total 250 million cell phones in use in the United States.

Differences in Protocols, SMTP vs. SMPP
Both SMTP and SMPP are protocols for sending SMS messages

- SMTP stands for "Simple Mail Transfer Protocol" and was first published in August of 1982 as the primary means to send email messages and is still used today.
- SMPP stands for "Short Message Peer-to-Peer Protocol" and is the telecommunication industry's favored protocol for exchanging SMS messages.

Sending a text message via the SMPP protocol is the true way to send a text message; simply the message is routed through the carrier's SMS messaging center and sent via the carrier's signal path.



Radio Frequency Channel: Standard Voice traffic

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With SMTP Voice traffic takes precedence over SMTP traffic and may prevent any and all SMTP messages from being delivered during times of high usage, but SMPP has priority routing and is delivered at a faster rate.

Reporting Capabilities

- SMTP doesn't have any capabilities to report or log transmission activities
- SMPP can provide information regarding successful and failed deliveries, and why a failure occurred, additionally SMPP can provide a return receipt of delivery.

Dependability and Reliability

- Cell phones operate without regard to power outage or other utility interruptions
- To receive a message via fax, e-mail or voice mail you must have
    - Electric Power
    - Internet Connection
    - Be logged on or be next to a phone, fax or computer

Clarity

The recipient knows immediately what the emergency involves

Cost to use for Federal, State, Local or School or University Campus

The National System is provided license free to any agency needing to provide public safety, the financial support is proved by the individual's cell phone subscription to the National Emergency Alert Notification Service now provided by all major United States cell phone carriers. The cost is 99-cents monthly billed directly on the cell phone plan by the carrier.

FAST uses two redundant data centers located in Florida and Arizona, with a third planned for Texas in the next 60 days. In the event any center becomes inoperative, the network is designed to handle the entire US load from one center. .

WHY HAVE AN EMERGENCY ALERT SYSTEM?

The FAST is designed to provide the President with a means to address the American people in the event of a national emergency. Through FAST, the President would have access to the 250 million cell phones with the click of a mouse or the use of one cell phone setup to access that entire group.

WHAT DOES THE NEW EMERGENCY ALERT SYSTEM MEAN FOR YOU?

- **Automatic Operation.** FAST allows for automatic notification from NOAA to the American public, providing that extra security net all Emergency Operations Centers are looking for.
- **Redundancy.** FAST uses three redundant data centers providing for an assured service level required for public safety
- **Less Intrusive.** FAST is more likely to be used over weather radios and TV broadcasts as not everyone is carrying a weather radio or in front of a TV, but most people carry their cell phone with them wherever they go.
- **Second Language.** Spanish, French or? Sending a message in whatever language is possible FAST system can quickly send out any language used by the local emergency operations center.

WHY REINVENT THE WHEEL?

Thousands of hours have been expended to design and build the FAST National Emergency Alert Notification Service. The goal was simple, provide a system that everyone could use, design a program that would gain the support of all US cell carriers, and last develop a plan that allows all agencies charged with the responsibility of emergency alert notification to have access totally free.

CURRENT ADOPTION OF AGENCIES AND INDINVUALS

FAST started offering access to the service in October 2007, the official launch and public awareness effort started on January 30, 2008. From January 30, 2008 to March 2008 there has been an overwhelming number of people signup to receive alerts directly to their phone. With the breakdown of carriers, we have seen the following as of now.

BREAK DOWN OF USERS ON FAST AND THE PROVIDERS THEY USE AS OF MARCH 16, 2008

Provider	Percent
Verizon	47.38
AT&T	27.92
Sprint	9.92
T-Mobile	9.46
Alltel	2.30
US Cellular	1.38
Virgin Mobile USA	0.46
Cellular One Dobson	0.37
Nextel	0.37
0	0.37
Boost	0.09

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